

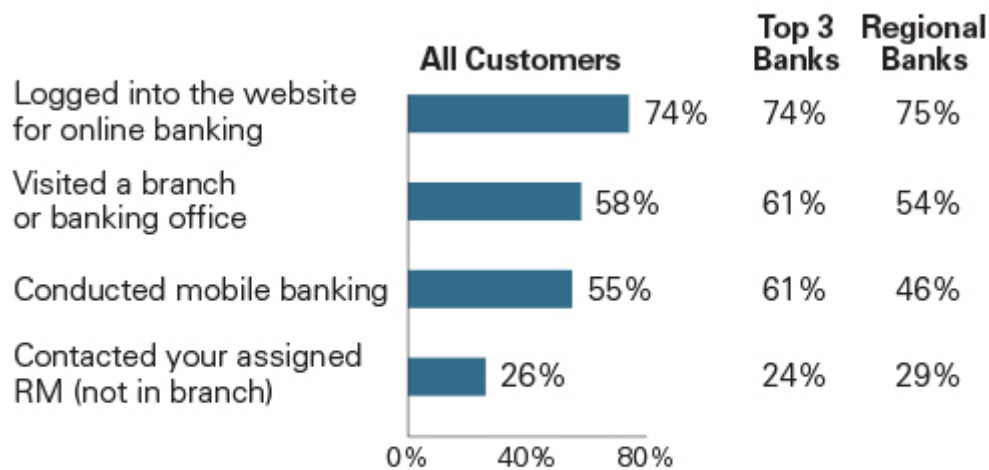
# More Banking Customers Moving To Digital

December 10, 2015

Digital capabilities are becoming a bigger driver of bank selection among smaller companies than among large corporates.

Among the business owners and executives participating in our recent study, 74% logged onto their commercial bank's website for online banking in a recent seven-day period and approximately 70% of plan to use online banking more often in the next two to three years. [Read our paper to learn more.](#)

## Commercial Banking Customers by the Numbers



Note: Based on 300 respondents in 2015. Commercial customers are companies with \$5–500 million in annual sales. Top 3 banks are Bank of America, J.P. Morgan Chase and Wells Fargo.  
Source: Greenwich Associates and McKinsey 2015 Digital Banking Study

### Bottom Line

Digital banking is a decisive driver among small and mid-sized companies.

While branch and mobile usage are about even today, they are moving in opposite directions, and within the next three years, commercial banking customers will rely more on mobile banking than brick-and-mortar branches.

[Download Our Greenwich Report To Learn More](#)

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